

For
SCREEN DOORS in all sizes
EXTENSION WINDOW
SCREENS
OIL and GASOLINE STOVES
HAMMOCKS—ICE CREAM
FREEZERS
WATERING CANS and
HOSE
Go to
STRATHMORE HARD-
WARE COY.

THE STRATHMORE STANDARD AND BOW VALLEY

For
WASHING MACHINES
In all the best makes
CHURNS IN ALL SIZES
RANGERS, to meet every re-
quirement, Large and Small
GRIND STONES, easy to run
and
ALL FARM TOOLS
go to
STRATHMORE HARD-
WARE COY.

VOL. II., NO. 34

STRATHMORE, ALBERTA, MAY 27, 1911.

Subscription per Year \$1.00.

PHONE 28.

DIRECT IMPORTERS.

THE White & May Co., Ltd.

THE NEW STORE WITH THE NEW GOODS

OH WHAT PRETTY GOODS AND HOW REASONABLE

Almost every day indeed several times some days our lady customers give vent to their enthusiasm in this way—There is always something new for you to see, always the very goods you like at prices that please.
By special arrangement with the Standard Fashion Coy., we are enabled to give quick delivery of patterns—you simply make your selection, we do the rest.

THE SPRING FASHION BOOKS ARE IN

And decidedly good value at 20c, worthy of a place in any home. Ask for a fashion sheet for June. 250 given away free each month.



The New Wash Goods are selling well and come in pretty colorings from 9c to 35c per yard.
For ordinary wear what nicer than the pretty imported Zephyrs and Gingham. 12 1/2-2c, 15c and 20c per yd.

CORSETS AND UNDERWEAR

A shipment of new Corsets and underwear just received, new styles and reasonably priced.
New Parasols, Embroideries and Laces, Yoke insertions and All Overs-Collars, Neckwear, Belts, Hosiery.

A good low priced glove almost any color. Ladies Motor gauntlets at \$2.00 per pair. Nice variety of Motor veils, 65c, 85c, \$1.00, \$1.25.

SPLENDID BLANKET VALUES DIRECT FROM THE MILLS

One bale only assorted Gray Blankets \$2.50, \$3.00, \$3.50 \$4.00 and \$5.00 the pair. Well secured, clean goods that you'll appreciate.

OUR MEN'S STORE

New Progress Brand suits Classy clothing at reasonable prices \$12.50, \$15, \$16.50, \$18.50. Suits that are good through and through, that wear well and look well.

NEW PAJAMAS

A man with a bad conscience could rest easy in those, price \$1.25, to \$2.50.

NEW HATS, NEGLIGENCE AND WORK SHIRTS

Just in, styles and qualities that are popular. Gents regular 50c Hose for 35c, 3 pair for 1.00.

OUR PURE FOOD DEPARTMENT

Will supply you with the very best to eat and drink. Fresh goods every day.

GET OUR PRICES ON QUANTITIES

No patent advertisements, just a straight statement of our offerings and square dealings.

Your money back if you want it

THE White & May Co., Ltd

STORES

ONE PRICE

A CHILD CAN DEAL HERE AS SAFELY AS A MAN

FOR DAIRY CATTLE
DRY PINE FIREWOOD
AND
FENCING MATERIAL
SEE
GEO. E. DELVESCO.
ORDERS TAKEN AT
W. G. HARTVET'S OFFICE

FOR SALE 4 RESIDENTIAL BUILDING LOTS

Opposite C. P. R. Irrigation Headquarters
PRICE, \$1,000 FOR THE FOUR
Will sell in pairs if necessary
This is most choice site in
STRATHMORE
No Building Restrictions
BEST TERMS
J. W. WADDY

LOCAL JOTTINGS

The wet weather has brought to prominence the need for more sidewalks in town. Crossing the streets requires some nerve, and the two crossings put in on Second Street have been very much appreciated.

According to the first draft of stations submitted to the Alberta Methodist Conference, Dr. Thos. A. Wilson is to be transferred from Strathmore to Banff, and Rev. E. J. Matthews will come to the Strathmore charge. This arrangement, however, is subject to revision by the Conference. Strathmore folks will hope that this arrangement will be altered so that Dr. Wilson can remain here, as his removal would be a distinct loss to the community. If he is moved now it will mean Strathmore has had four or more Methodist ministers within two years, which is changing too often to be for the benefit of either pastors or congregation.

Mr. Paul Harrison has had the motor car which he purchased recently from Mr. J. S. Hayes, re-dedicated by Messrs. Luck & Wood and thoroughly overhauled. It now presents a fine appearance.

Dr. Girvin has purchased a new motor-car.

An interesting service was held at Orange Valley last Sunday afternoon, when Dr. Wilson received ten persons into Church fellowship. After the sermon, the sacrament of The Lord's Supper was administered to about twenty people. Mr. F. G. Matkin sang, "Jesus, Lover of My Soul."

There will be no Methodist service in Lloyd's Hall on Sunday evening, May 28.

Messrs. Tully and Chas. Leigh, two prominent Calgary Odd-fellows, visited the Strathmore Lodge on Thursday. Next week's Oddfellow meeting will be held on Friday, as on Tuesday evening a number of the local brethren are going to take part in the institution of a new Lodge at Crescent Heights.

I have one good lot in block 5, for quick sale at \$15.00 cash. No building restrictions.—J. W. WADDY 27-34

W. D. Scott, superintendent of immigration, who has just returned from Great Britain, predicts that the total number of immigrants for Canada from all sources this year will easily approximate 500,000.

Mr. W. L. Ritchie has been appointed Sanitary Inspector for Strathmore his appointment dating from May 22.

Edward E. Gale, Eyesight Specialist, of the Royal Optical Company, Winnipeg, will be with E. W. K. Lambert, Druggist, Strathmore, May 30th only. All persons suffering from defective eyesight, headaches, neuralgia, or any eye trouble should avail themselves of the opportunity of consulting this specialist. 27-34

Mr. and Mrs. E. J. Schettler, of Muskegon, Michigan, are at present staying with their son-in-law, Mr. F. W. Schettler.

Last Saturday the Strathmore Boy Scouts held a cooking test, while camped at the bank of the small lake south of Strathmore. To pass this test a boy must prove his ability to cook a piece of steak over an open fire, without using any cooking utensils. The nine or ten boys who participated all passed the test successfully. As they had to eat the steak after having cooked it, and as we have not heard of the doctor being called in for any of them, we must assume that they made a good job of the cooking. The boys deserve credit, for there are many older persons who would have a hard job to pass the test.

There are now two patrols of Boy Scouts in Strathmore, and they are making very good progress.

Weather and Crops

Moisture fell in varying quantities and in various forms on every day this week. We have run the whole gamut—rain, hail, sleet, and snow.
On Sunday we had some rain, and on Monday a heavy snow-fall, traces of which can still be seen in the patches of white which decorate the prairie. The sun's appearances have been infrequent, and showers have been plentiful. Though the weather has been somewhat cold, there has been little or no frost, and no damage has been done.

Everybody is happy—except perhaps the owners of engine plowing outfits, who find the ground too soft. Last year their complaint was that it was too dry for breaking.

Seeding is now almost completed, and everything points to us having a bumper crop this fall.

Tree Planting

The two carloads of trees, which a party of sixteen volunteers have been busy uprooting at Banff for almost a week, have arrived here. A number will be planted at Nightingale, the C.P.R. Demonstration Farm will take a proportion, and a number are reserved for the new Strathmore Park. The remainder are available for the use of the people of Strathmore.

As the new park will not be in position for tree planting until next Spring, the trees for it will be planted in the Demonstration Farm grounds till then. Residents who wish to get trees should make application early.

Mr. S. A. Faulkner's wife and family arrived out from Truro, N.S., at the beginning of the week. They are occupying the cottage on 5th Street, recently erected by Mr. C. W. Chase.

Mr. Jones, Nightingale, is expecting his wife and family out from Wales this week-end.

C. S. Pierce, of Spokane, Washington, was here on Monday.

Chas. McMurray, of Nebraska, was in town on Monday.

Work has been started on a two-story dwelling house on Fourth Street for Mr. G. Frank, owner of the Strathmore Tanning Co. Mr. Ed Faulkner is the contractor.

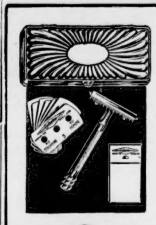
Mr. B. Wyman, of the Globe Land Co., was in town this week.

Mr. Geo. E. Delves unloaded a car of high grade milk cattle this week, also several bullocks. This is a good opportunity for farmers to purchase dairy cows.

A Calgary man wrote Professor Elliott the other day, asking if he could dispose of a car of first class dairy cows at this point. Professor Elliott would like to find out whether this is wanted at present, and farmers could communicate with him on the matter.

We are not incorporated as a town yet, but an Edmonton official is coming down soon to inquire into the boundaries in dispute. Meanwhile we live in hope.

We would commend to those of our readers who are ratepayers in Local Improvement District 1214 the letter from Councillor V. G. Way on the subject of roads. He gives some good reasons why the roads are not in better shape, the foremost of which is that the majority of ratepayers have not paid their taxes, and that the Council cannot do roadwork without money. At the same time, it is rather hard on those farmers who live outside the Local Improvement radius, but who at the same time have to pass through the district. Farmers from Nightingale and from across the Serviceberry complain that the roads leading into town are almost impassable, and that it is impossible for them to haul more than a half load at the present time. This is bound to do a considerable amount of injury to the trade of the town.



THE TWENTIETH CENTURY MAN

Shaves himself in three minutes with a

GILLETTE SAFETY RAZOR

NO STROPPING—NO HONING
Any man can enjoy a Gillette shave

Gillette blades for sale
W. E. CUMMING

WATCHMAKER and JEWELLER

Get ready for the pestiferous mosquitoes. (Doe here the first warm day) by buying your Screen Doors and Window new.

SCREEN DOORS, ALL SIZES \$1.50 to \$4.00

SCREEN WINDOWS 30c to 75c each

We have everything the steam and gasoline engine needs in valves, fittings, packings, dry batteries, bolts, wrenches, and blacksmith tools.

GLIDDEN BARBED WIRE \$4.00 per 100 lbs.

Complete and varied stock of fencing requisites on hand on hand, wire stretchers, pliers, post hole augurs, diggers and spades.

Don't forget our splendid line of Furniture

W. E. BROWN

Hardware and Furniture
STRATHMORE ALTA.

B R BREAD A D

PLAIN, BROWN OR RYE

Can be obtained from

Messrs. MARTIN & EVANS

MODEL BAKERY, (Next Union Bank)

From 8 a.m. to 10 p.m., any week day

REMEMBER

OUR BREAD IS MADE IN

Strathmore from

ROBINHOOD and KEYNOTE

FLOUR which we can also sell you at a price that is right

Agents for our bread in Strathmore are

THE WHITE & MAY CO. Ltd. DOWNE & SALMON

LUMBER

We have a big stock of building materials of all kinds on hand and it will pay everyone who intends building to call on us and look at our stock and get our prices before buying elsewhere. We know we can please you.

RIVERSIDE LUMBER CO. LIMITED

W. S. GLADWIN, LOCAL MANAGER

P. S.—We have also a large stock of Cedar and Willow posts.

"REACH FOR IT!"

**THAT IS THE WAY
TO GET TRADE.**

To reach the people
Who have the money
To buy your goods
You Must Advertise

BOOTS & SHOES

Why get wet feet
when you can have
your boots and shoes
repaired at

J. W. JOHNSON
Next to the Frost &
Wood and Cockshutt
Implement warehouse

ALL KINDS OF SHOE REPAIRING
IN STOCK FOR SALE

FOR GOOD MEALS

GO TO

GILLIES' RESTAURANT
FIRST STREET
STRATHMORE

J. M. GILLIES
Proprietor.

Pioneer Meat Market

STRATHMORE.

General Butcher.

FRESH AND CURED MEATS
OF ALL KINDS.
FISH AND GAME IN SEASON.
HIGHEST PRICES PAID FOR
HIDES.
BUTTER AND EGGS BOUGHT
AND SOLD.

ALL GOODS Sold at the
PIONEER MARKET are
of the Finest Quality and
Guaranteed Fresh.
GIVE US A TRIAL. Come
Once and You will come
Always.

R. McCANN & SON
Proprietors.

HOGS FOR SALE
Breed Sows bred to farrow
June and July
A few young boars
PRICES RIGHT!
Apply

SWAN AND MOORE
Sec. 25 or Box 111, Strathmore

Read the many advertisements
in the Standard this week and be
convinced that you can buy as
cheap here as at mail order houses.

Rapid Growth of a Western Retail Store

The following appears in the latest issue of "Hards and Meats" published at Toronto, and will be of special interest to local people.

In a new and growing country there are splendid opportunities for the rapid upbuilding of a successful retail business. In Canada the roll of those who have sought and found immediate success in the hardware trade is large and is being added to almost daily. In any western town it is possible to find hardwaremen who have in the course of a few short years built up a splendid trade and secured a connection seemingly impossible in so brief a space. Such a one is W. E. Brown, of Strathmore, Alta., a typical western hardwareman and one of the most aggressive in the trade.

Mr. Brown began his business career as traveling salesman in the hardware line. He thus came to know the business pretty thoroughly from all sides, and, in addition to the experience which his work supplied, he had an opportunity to study the methods of aggressive merchants in all parts of the country. Finally, during his last tour he offered business opportunities, Mr. Brown secured the district thoroughly and started in business at Strathmore, then a bustling little town in the C.P.R. irrigation block, about thirty miles east of Calgary. His choice proved a fortunate one. He had found there but one year and a half when the C.P.R. started to boom the district thereabouts. Settlers literally poured into the country and its settlements around it. Strathmore seemed to grow up overnight. Strathmore itself grew by leaps and bounds and the business of W. E. Brown kept pace. He found that, in addition to general hardware, stoves were a line to handle. Practically every family, which moved in, needed something in the way of a stove immediately.

Finally the business grew to such proportions that the little store, in which he had started up, became entirely too small. In the spring of the year 1910, Mr. Brown built a new store on the adjoining lot and moved to better place.

His new store is large and commodious, having a frontage of thirty feet and a depth of sixty-five feet. It is two stories in height and is fitted with a cement basement the full size of the store. The ground is devoted to hardware and stoves. The basement is used as a store room.

From the accompanying illustrations it will be seen that, in planning his new store, Mr. Brown followed practical and progressive principles. The one side is devoted to general hardware, and the stock is arranged with an eye to appearance as well as utility. The fixtures are of a new pattern. On the other side of the store the stove stock is displayed. Stoves of all kinds and sizes are shown in a row along the wall, one being connected up for demonstration purposes. They are also kept in what might be termed the "tip of condition," bright with polish, unencumbered and ready for inspection.

The metallic ceiling is quite free of goods and, as a result, the light in the store is not obstructed.

Moving was carried out under difficulties. The new store was completed during busy season, and any hardwareman who has served through the fall in a thriving western town will understand that to move at such a time, would border on the impossible. Nevertheless, Mr. Brown and Fred A. Menzies, who was with him at the time, accomplished this truly remarkable feat. They attended to trade in the day time and did the moving in the evenings. Fred Menzies put the galvanized roof on the store and did the metallic ceiling work in the same way, working after six o'clock each night.

Mr. Brown is now finding that his trade has developed so that he needs all the space that he can find even in his new store.

The article is illustrated by two excellent photographs of the interior of Mr. Brown's store.

Empire Day Holiday

The elements combined on Wednesday to make things unpleasant for those who had intended having a good time on the holiday, though there is the consolation that it is good for the country to have lots of moisture at this time. If we had not moisture now we would probably have more holidays than we wanted before the winter.

There was nothing arranged in the way of sports at Strathmore, so we did not suffer any, but a large number had intended going to the Glenora sports. The weather put the kibosh on this, also on the aspirations of those who had intended to take in the baseball game between Calgary and Edmonton at Calgary. However, quite a number went up to Calgary, and spent the day taking in the indoor athletics of the city, including the theatre, moving picture shows, inspecting the interiors of various hotels, etc.

Mr. J. W. Waddy reports that there has been a very brisk demand for town lots within the last two weeks, and that he has put through a good number of sales.



HOUSE OF HOBBERLIN LIMITED

DO NOT FORGET US

When buying a New Suit, Raincoat, Overcoat, Trousers, Riding Trousers, Fancy Vest, Combinations or Two-piece Underwear, Shirt (dress or negligee). See our nifty Coat Shirt Collars, Neckties, Cravats, Stock Ties, the latest in Lounge Collars, Half Hose (fancy and plain) Gloves, Dress Gloves in all colors, Motor Gauntlets

HATS

Hard Hats, Fedoras, Telescopes, Crushers, Troopers, all the new shapes in Panamas and Soft Straws of all kinds. Boaters in the newest shapes. UMBRELLAS, Baseball and Football Shoes, Dress Shoes, OXFORDS, in all the latest styles

See our Assortment of WORK SHIRTS, 75c to \$2.50

A Pair of "HICKORY SHIRTS," guaranteed for One Year. \$4.50 per pair

MEN'S OUTFITTER

THOS. E. WRIGHT

Clothes Cleaned and Pressed

Men's Wear & men's wear only

A 3c Cut On Shoulders

We have about 1000 lbs. of boneless shoulders that we must move at once in order to make room for more stock. In order to do this we are quoting them at 15c per lb. while they last. This price is so far below all competitors prices that they will not last long, so come early that you may not be disappointed.

STRATHMORE MEAT MARKET AND PACKING CO.
O. F. BREMER G. T. SWERTFEGER

HUNGRY, WHAT!

You ought to go to the **STAR RESTAURANT** and get **SAM BALE** to give you a **GOOD SQUARE MEAL**. You're sure to get one there. For a cooler take Rochon's Ice Cream. Sold here, also soft drinks of all kinds. **STAR RESTAURANT**
BALE & NEPTUNE
PROPRIETORS

EMPLOYMENT AGENCY

I have got the local branch of the Hub Employment Agency of Calgary and am in a position to supply labor of any kind on half a day's notice. Let me know if you need help either hotel, household or farm, I will get you what you want free of cost.

J. W. WADDY

H. R. KILN

ILKLEY DAIRY

If you want good measure buy from one who uses a Government standard measure, also sells Bottled Milk for those who want it, also Cream and Butter

GET THE LUMBER

For Your New Home Or Barn, From The

CROWN LUMBER CO., LTD.

HEAD OFFICE, CALGARY

Branches all over Alberta

Manager Strathmore Branch

E. W. PUST

DEERING IMPLEMENTS

Deering Binders, Mowers and Rakes are the best. Order now and secure your needs for Harvest as the crop is now a certainty. OLIVER PLOWS are hum dingers. We have them in all sizes.

YOURS FOR BUSINESS

Licensed Auctioneer

A. L. CLEMENS

Live Stock Insurance

Life Insurance

RECIPROCITY

IS now the chief topic of the enterprising Nations, but what should interest the enterprising Business Men and Farmers are some of the bargains we have to offer in Real Estate in this enterprising town and vicinity

Hardware Store

On Main Street doing fine business. Must be sold soon, owner having interests elsewhere that require his attention. It will pay to investigate this

Ready-Made Farms

a specialty. We have several good ones close in that we consider bargains. From 80 to 160 acres each, very well improved. We are always pleased to furnish particulars.

Town Property

is going to be a good investment this Spring. Business and residential lots in all parts of the town. We have several handsome dwellings at prices that will surprise you.

INFORMATION CHEERFULLY FURNISHED

Paul J. Harrison

Fire Insurance a Specialty

FARM LOANS

DO YOU WANT TO BUY?

A house, lot, farms, etc. We have many good buys.

DO YOU WANT TO SELL?

We can find a purchaser for your land or house.

Write or call for particulars.

FRANK T. McELHOES
AGENT

L. H. CARUFEL

SUCCESSOR TO

CARUFEL AND FROST

Plumber and Tinsmith

All work First Class and Guaranteed

We carry the largest line of pumps and Stoves in the town Agent for Gurney Oxford Ranges and Furnaces and Red Jacket Pumps. Also agent for Galvanized Iron Granaries.

THIRD STREET, STRATHMORE

